▲ *TOP LEFT — A 1912 photo of organizers of National Electric Lamp Ass'n., from which Nela Park received its name. (From left) B. G. Tremaine, F. S. Terry, J. B. Crouse, H. A. Tremaine, and J. Robert Crouse. LOWER LEFT — Illuminating Engineer William B. De Laney at keyboard with 72 circuits used to control lighting in GE's "Son et Lumiere" presentation at Nela. UPPER RIGHT — Nela Park today embodies charming landscaping and handsome architecture.*

"Son et Lumiere" part of Public open House Every Tuesday night in September - open at 7:00 - Program begins at 7:30 (includes tour) Display goes on after dark.
NYH per call to GE
1-24-63

First Industrial Park

CLEVELAND PUBLIC LIBRARY
BUSINESS TION BUREAU
SUBJECT

Cleveland —

NELA PARK HALF-CENTURY OLD

Clevelander 7/63

▶ General Electric's Lamp Division recently opened celebration of the 50th anniversary of Nela Park with a spectacular "Son et Lumiere", synchronized sound and light production in the park grounds.

Nela Park, which opened April 18, 1913, is the nation's first "industrial park" and has gained world-wide recognition as "the lighting capital of the world".

The "Son et Lumiere" dramatizes the heritage of Nela Park by means of coordinated light, narration and music — a technique developed in France a decade ago which is now being employed at a number of historical shrines, monuments etc.

Thousands of guests from all parts of the country are expected to see the anniversary program during this spring, summer and early fall. Lighting in the "Son et Lumiere" capitalizes the original Georgian style buildings and attractive landscaping of Nela. Some 8,500 lamps ranging in size from 1 to 6,000 watts are used, consuming enough electricity to illuminate 200 average homes.

The dramatization of 50 years of lighting progress at Nela Park via a sound-light production is particularly appropriate for this center of lighting education which attracts more than 25,000 visitors a year.

The park was the dream of F. S. Terry and B. G. Tremaine who, despite ridicule at the time from many businessmen for "moving way out in the country", set out to create a university, campus-like setting. They felt such an atmosphere would be most conducive to "brain work".

Construction of the park began in 1910 by the Austin Co. of Cleveland. Frank Wallis and Frank Goodwillie of New York were the architects.

The original site, about 9 miles from downtown Cleveland, was a 37-acre parcel (previously a vineyard) on an East Cleveland hilltop known then as "Panorama Heights". There were six buildings originally.

Today Nela Park has expanded to 92 acres with 20 major buildings, mostly constructed in the Georgian style of architecture and totaling 922,000 square feet of floor space.

When the organization moved from its previous headquarters on East 45th street, the staff employed at Nela numbered 400. Today, more than 2,000 persons are employed at this headquarters of G. E.'s Lamp division, primarily working in research, engineering, marketing and administrative capacities.

Nela Park has become General Electric's second largest concentration of employes in Ohio and one of the largest employers in Greater Cleveland. Total employe compensation, including benefits, reached approximately $16 million last year.

Nela Park is also the largest taxpayer in East Cleveland and one of the largest in the area. State and local taxes paid out of Nela Park, covering operations on a nation-wide scale, amounted to about $3 million last year, not including substantial income and excise taxes paid to the Federal government.

In addition to Nela Park's 2,000 employees, G. E. has another 5,000 in the area, the majority of whom are engaged in some form of lamp manufacture. (Little manufacturing is done at Nela Park itself.)

Nela Park serves as headquarters for the G-E Lamp division, which employs a total of 17,000 across the country.

During its five-decade history, Nela has been the source of many of the developments of new and improved light sources. For many years, it has introduced a new or improved lamp every other working day.

In this period, the lamp business has enjoyed continued growth. Lighting was but in its infancy 50 years ago, being based only on incandescent light

[*Continued on Page 26*]

Jet Gateway

CLEVELAND'S BUSY AIRPORT VIES WITH AIR TRAVEL GAINS

by CHARLES TRACY
Aerospace Writer
The Cleveland Press

Air transportation's dynamic growth is dwarfing everything at Cleveland Hopkins Airport. Expansions estimated at nearly $10,000,000 are being proposed to adequately serve the surge of business sending 10,000 passengers a day through the air terminal.

Everything from baggage space to loading gates is overtaxed and falling behind the fleet wings of progress. Just in the last month, 10 more jet airliners were added to flight schedules. Everyday now 49 big jets come and go, carrying an average of 75 passengers to major U. S. and some foreign cities. They offer speed and to the modern executive nothing is more valuable. Time is money, big money, to the firms that compose Greater Cleveland's industrial complex.

Cover

Aerial view of Cleveland-Hopkins Airport, taken especially for The Clevelander, shows excellent terminal facilities for air travel and spacious parking facilities.

In addition to the jets, 104 piston engined planes are on daily schedules, most of them large capacity four-engine types.

The far-flung network of U. S. contractors and sub-contractors requires rapid transportation of men, mail and equipment. There are scientists in Cleveland who consider it almost routine to board a Los Angeles-bound jet, spend less than one hour on the West Coast, then wing back to their local offices in less than an eight-hour day.

FAST TRANSPORTATION

These are the men who appreciate new speed records like the one set recently by an American Airlines Astrojet which whisked 100 passengers from Los Angeles to Cleveland in 3 hours, 1 minute, 40 seconds. It reached ground speed of 768 mph but the captain termed it a routine flight, simply making use of modern day technology.

Big business is not only willing to pay for, but is eager to buy this kind of performance.

United Air Lines recently chose Cleveland as the starting point for introducing one-class service aboard jets. With the whole cabin all the same seating, a happy medium between coach and first class in both service and price, much fare confusion is eliminated, says United.

To match speed in the air, ground facilities must be tailored to super efficiency. Every operation from wheels on the runway to wheels off is timed and planned to save seconds. There are many reasons: safety, schedules, passenger goodwill, reputation, economics, etc. It costs $25 a minute to taxi a four-jet airliner.

Improvements totalling $3,500,000 are planned for the airport in 1963 and 1964. Most of it will be for ramps, taxiways and aprons to help maintain this ground efficiency. All taxiway and ramp work, totalling $2,900,000 will be shared on a 50-50 basis by Federal Aviation Agency and the city.

The 1963 application for these funds is $1,600,000 to be used for a 5800-foot jet taxiway paralleling the jet runway, for relocating the instrument landing system to the longest runway and im-

[*Continued on Page 24*]

▲ ***Huge illuminated board at the Flight Information Center in the lobby of the Cleveland-Hopkins Airport, flashes arrival and departure times of all airliners.***